



Engagement, Access, Perspective

Meredith Hispanic Media (MHM) is the premier content delivery and insight resource for and about Hispanic women. With millions of digital, social, experiential, and media touchpoints and powerful proprietary and syndicated research capabilities, MHM offers unmatched perspective about the U.S. Latina, intimately connecting marketers to this highly coveted demographic. Through continued investment in an expanding portfolio of empowering brands and extensions including *Siempre Mujer*, *Ser Padres*, *Ser Padres Espera*, *Ser Padres Bebé* and *Parents Latina* and leading-edge engagement tools including custom publishing, content licensing, research, digital marketing, database marketing, events, grassroots marketing, and video, MHM is the first and only stop for brands seeking to reach action-oriented consumers who embrace media and share passionately.

DIGITAL

TABLET

2 brands on multiple devices

MOBILE¹

80%

VIDEO⁵

10,328,729

WEB⁴

7.7 million UVS/month

SOCIAL²

2.6 million followers

NEWSLETTERS

6 million yearly

CONSUMER INSIGHTS



OFFLINE EXTENSIONS

PRINT³

5.2 million Hispanic women

MEREDITH XCELERATED MARKETING

BROADCAST/ PARTNERSHIPS

Univision

EVENTS/RETAIL

CONSUMER INSIGHTS

Sources: 1. Google Analytics, August 2015 (SiempreMujer.com, SerPadres.com, AllRecipes.com.mx); 2. Facebook, Twitter, Pinterest, Instagram, August 21, 2015 (SiempreMujer.com, SerPadres.com, AllRecipes.com.mx); 3. GFK MRI Doublebase 2014, comScore Multi-Platform Dec 2014; 4. ComScore Multiplatform, April - June 2015; Base: U.S. Hispanic; 5. YouTube, August 21, 2015 (SiempreMujer.com, SerPadres.com, AllRecipes.com.mx)

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